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(54) Title: METHOD AND APPARATUS FOR IDENTIFICATION OF BROADCAST SOURCE

(57) Abstract: A method and apparatus for identification of a broadcast source is provided. A user may hear an audio program being broadcast from some broadcast means, and can record a sample of the audio. The sample is then conveyed to an analyzing means to determine to which broadcast station the user is listening. The analyzing means monitors many broadcast channels. Thus, characteristics of the audio sample and samples taken from the broadcast channels can be compared to find a match. Broadcast information pertaining to the broadcast channel from which the match was found may then be reported back to the user, combined with an advertisement of a promotion, prize notification, discount offers, and other information specific for a certain radio station, for example.